1999

YUKON VISITOR EXIT SURVEY

REGIONAL PROFILES

REGIONAL SUMMARY

102-06749/

REGIONAL PROFILES

REGIONAL SUMMARY

The Yukon Regional Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Regional Exit Survey. For further information on the 1999 Yukon Regional Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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Government of Yukon
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INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994. Many of the results in the 1999 survey are compared to results from the 1994 survey in this report.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

The current report will focus specifically on providing an overall summary and comparison of results from each of the nine regional visitor exit surveys administered in conjunction with the VES. Other reports will cover the nine tourism regions separately: Campbell, Carcross/ Southern Lakes, Klondike, Kluane, North Yukon, Silver Trail, Teslin, Watson Lake, and Whitehorse.

In addition to the regional reports, a technical paper describing the methodology used in the survey will also be prepared.

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HIGHLIGHTS

HOW MANY VISITORS CAME TO EACH REGION ?

- In 1999, **232,766** *visitors* came to the Yukon. The highest percentage of *visitors* (**73%**) came to the Whitehorse region and the lowest percentage (**3%**) came to the North Yukon region.
- Of the *visitors* who actually stopped in the regions, the highest number stopped in the Whitehorse region (**144,575**).
- Visitors travelled in *groups or parties*, the highest number stopped in the Whitehorse region (**63,370**).
- The average party size ranged from **2.1** *visitors* in each group or party in the Teslin region, to **2.5** in the Carcross/ Southern Lakes region.

WHO MADE THE VISITS ?

- All regions except two, the Campbell region and the Carcross/ Southern Lakes region, had a slightly higher percentage of male *visitors* than female *visitors*.
- In **8 of 9** regions the highest percentage of *visitors* were **older than 54** years of age.
- The highest percentage of *visitors* in **8 of 9** regions were from the **U.S.A.**
- In **all** regions the highest percentage of Canadian *visitor parties* were from British Columbia; in **7 of 9** regions the highest percentage of overseas *visitor parties* were from Germany; and in **4 of 9** regions the highest percentage of *visitor parties* from the U.S.A. were from Alaska.

WHAT DID THE VISITORS DO WHILE IN EACH REGION ?

- **89%** of all regional *visitors* were on a pleasure trip.
- In **6 of 9** regions the highest percentage of *visitor parties* travelled within the region by car, truck or van.
- The **most frequently** mentioned activity was visiting attractions (3 regions), visiting natural attractions (2 regions), and participating in guided tours (2 regions).

WHAT WERE THE LOGISTICS OF THEIR STAY ?

- In **5 of 9** regions the highest percentage of *visitor parties* stayed for less than one night. The highest percentage in the remaining four regions stayed for one night to two nights.
- the largest percentage of *visitor parties* stayed in campgrounds (**5 of 9 regions**).

HIGHLIGHTS

HOW DID THEY ENJOY THEIR STAY WHILE IN EACH REGION ?

- In every region *visitors* said that the most **positive** thing about their visit was the scenery.
- In **7 of 9** regions the highest percentage of *visitors* said that the most **negative** thing about their visit was nothing.
- When asked what would make them stay longer in the different regions, the most common response of *visitors* was **'time'** (meaning that if they had more time available they would be able to stop in the region longer).
- **93%** of *visitors* said they had received good, or very good value for their money in terms of tours such as flight-seeing, walking tours, etc.; **85%** said the same about attractions; **84%** entertainment and recreation; **83%** accommodations; **77%** meals & refreshments in restaurants; **77%** outdoor/ wilderness activities; **72%** shopping and retail services; **70%** Yukon arts and crafts; and **58%** automobile and RV service/ repair.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

- Spending by *visitors* to the nine Yukon regions ranged from **$581,124** in the North Yukon region to **$28,455,634** in the Whitehorse region.
- The highest typical amount spent by each *visitor party* during their visit was in the Klondike region (**$306**).
- The highest percentage of *visitor parties* who spent in excess of $100 each night of their stay (**75%**) was in the Silver Trail region.
- The highest amount spent per person per night was in the Silver Trail region (**$106**).
- *Visitor parties* from the U.S.A. spent the greatest amount in every region except the North Yukon region where *visitor parties* from Canada spent the most.
- Looking at average expenditures, overseas *visitor parties* spent the most in **6 of 9** regions.
- The highest average expenditure by *visitor parties* travelling by car, truck or van was in the Klondike region (**$261**).

HOW DID THEY PLAN FOR THEIR VISIT ?

- The majority of *visitor parties* in all regions stated that they had planned to visit the region before arriving in the region.
- The **Milepost** magazine was the most frequently mentioned source of information *visitor parties* used in planning their trip (**8 of 9 regions**).

A SPECIAL NOTE ABOUT THE SURVEYS

This Yukon wide regional summary is based on the results of each of the nine regional surveys administered as part of the 1999 Visitor Exit Survey (VES).

A regional visitor was defined as a non-resident who made at least one stop in the region. A non-resident who travelled through a region without stopping was not counted by the survey as a regional visitor. A stop could have been as brief as gassing up at a local service station or stopping at a visitor reception centre, or could have been as long as staying over in the region for several nights. A stop could also have involved leaving the region and returning to continue the visit. For example, Mr. and Mrs. Smith from Houston, Texas travelled to the Yukon in June, 1999. They arrived in the Klondike region, Dawson City to be exact, and stayed for three nights, leaving to travel over the Top of the World Highway to various destinations in Alaska. In late July they returned to the Yukon on their way home via the Alaska Highway, stopping briefly in the Kluane region at Beaver Creek, Destruction Bay and overnight in Haines Junction, before arriving in Whitehorse for a stay of two nights. They then departed the Yukon via the south Klondike Highway through Carcross on their way to Skagway and ferry service to the south. For the purpose of the Klondike regional survey they were counted as a party of two, who visited the Klondike region once for a total stay of three nights. Since the Smiths made several stops and stayed overnight in Haines Junction before their two night stay in Whitehorse, they would also have been counted as visiting both the Kluane and Whitehorse regions.

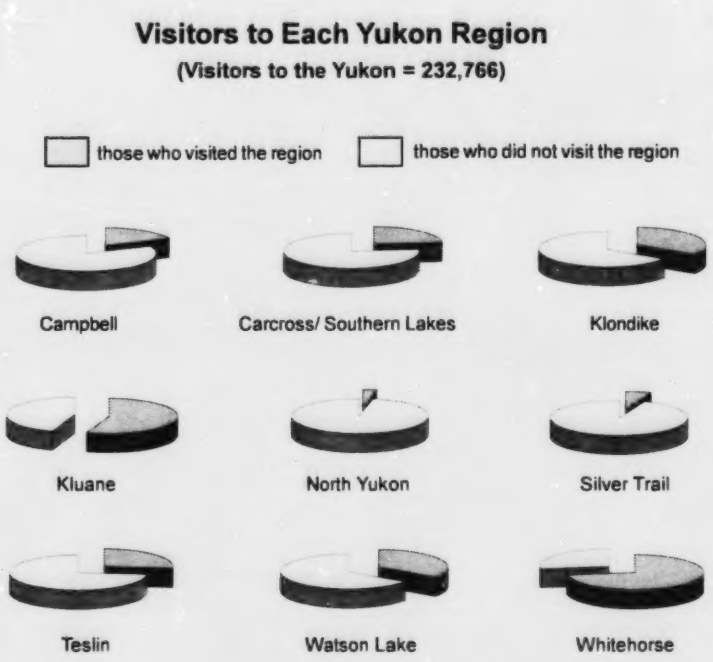
The report released in October of 2000, 1999 Visitor Exit Survey Preliminary Summary, presented statistics from the Visitor Exit Survey (VES). This survey was administered to visitors as they left the Yukon for the last time. Results from the VES showed that between June and September of 1999, 232,766 visitors came to the Yukon. However, most visitors to the Yukon, such as in our example above of the Smiths from Texas, visit and stop in more than one Yukon tourist region. These visitors, or 'shared customers', were counted by the regional VES in each region visited. The regional surveys show that the 232,766 Yukon visitors counted by the VES as they left the Yukon for the last time, made approximately 530,000 'stops' in total to all of the nine Yukon visitor regions.

The focus of this regional summary report therefore will be on a comparison of the number of tourists who visited each region - who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they 'got around' and how they evaluated the local services and attractions.

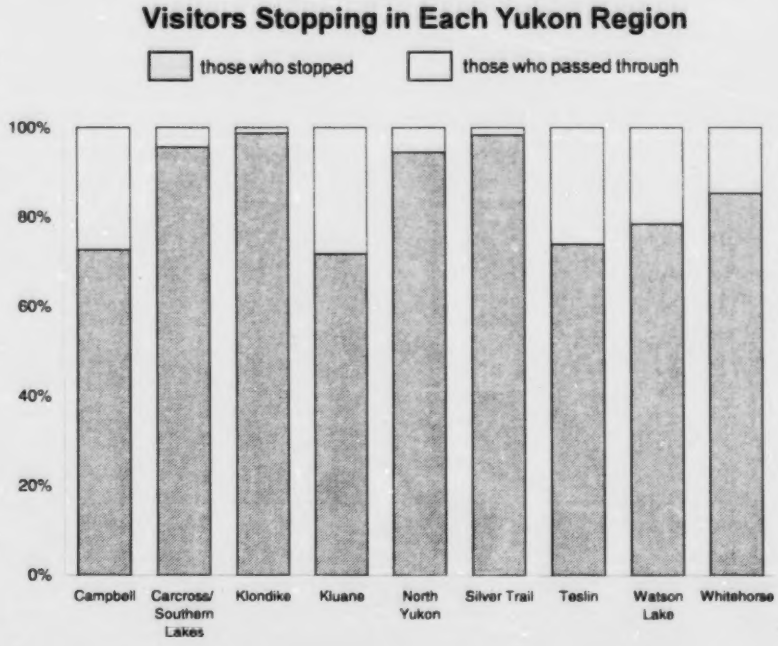
YUKON TOURISM REGIONS

HOW MANY VISITORS CAME TO EACH REGION ?

The pie charts on the right show the number of visitors who came to each of the nine Yukon regions from June to September of 1999, compared to the number of visitors who did not come to the regions during the same time period. The region with the highest number of visitors was the Whitehorse region. Of the 232,766 visitors to the Yukon, 169,376 or 73% spent some time in the Whitehorse region (27% of visitors to the Yukon did not go to the Whitehorse region). The region with the fewest number of visitors was the North region. Of the 232,766 visitors to the Yukon, 7,763 or 3% spent some time in the North region (97% of visitors to the Yukon did not go to the North region).



The graph on the right compares the number of visitors who stopped in the each of the regions with the number of visitors who passed through each of the regions without stopping.



HOW MANY VISITORS CAME TO EACH REGION ?

Visitor Region	Number of Visitors 1994	1999
North Yukon	4,455	7,336
Silver Trail*	7,290	14,022
Campbell	13,821	30,835
Teslin	46,209	45,730
Carcross/ Southern Lakes	44,061	52,533
Watson Lake	70,960	63,520
Klondike	58,020	78,280
Kluane	100,496	92,516
Whitehorse	131,273	144,575
Total Visitors	**476,585**	**529,347**

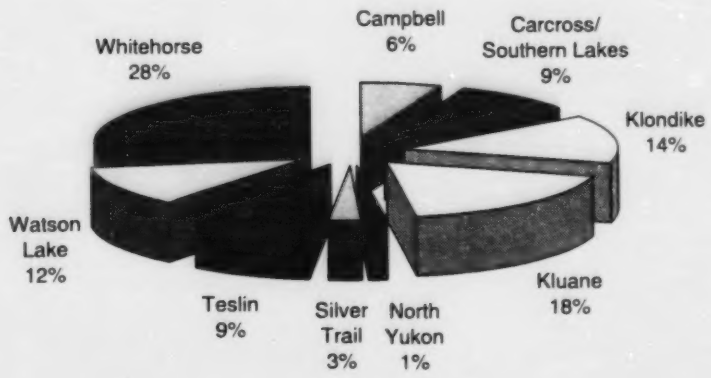
Of the nine visitor regions the Whitehorse region had the highest number of visitors who stopped in the region (144,575). The North Yukon region had the fewest number of visitors who stopped in the region (7,336).

The total number of visitors to each region in the Yukon increased from 476,585 in 1994 to 529,347 in 1999 (11%).

Note: the total visitors figure (529,347) is much larger than the total visitors to the Yukon figure of 232,766 since Yukon visitors who stopped in multiple regions (shared customers) were counted as a visitor in each region (see page 8 for more detail).

* Note: the definition of the Silver Trail region changed from 1994 to 1999.

Travel Parties Stopping in Each Yukon Region
(Travel Parties to All Regions = 231,800)



Regional visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the left shows the percentage of parties who visited each of the nine regions.

In total, 231,800 travel parties visited all the regions, up from 207,689 travel parties in 1994.

Note: travel parties who stopped in more than one region would be counted more than once.

HOW MANY VISITORS CAME TO EACH REGION ?

Of the nine visitor regions the Whitehorse region had the highest number of travel parties who stopped in the region (63,370). The North Yukon region had the fewest number of travel parties who stopped in the region (3,347).

The total number of travel parties to each region in the Yukon increased from 207,689 in 1994 to 231,800 in 1999 (12%).

Note: travel parties who stopped in more than one region would be counted more than once.

* Note: the definition of the Silver Trail region changed from 1994 to 1999.

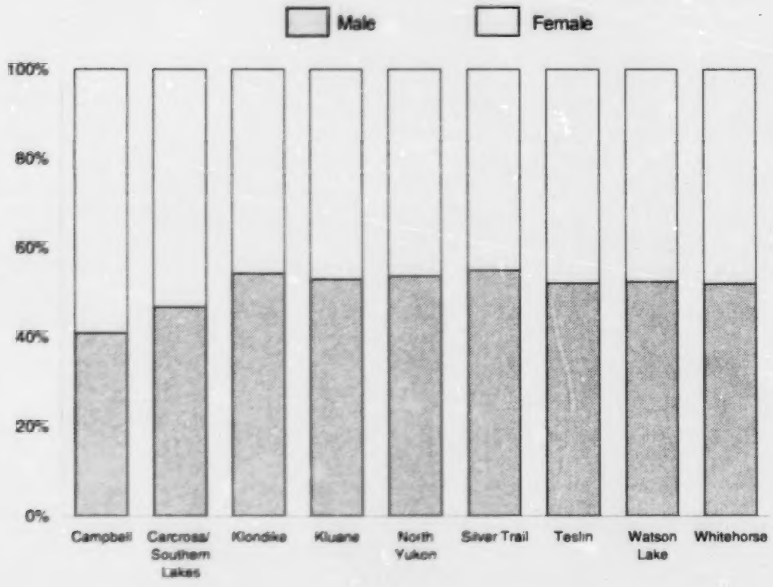
Visitor Region	Number of Travel Parties 1994	1999
North Yukon	2,229	3,347
Silver Trail *	3,318	6,119
Campbell	6,383	14,287
Teslin	17,447	21,200
Carcross/ Southern Lakes	19,548	21,435
Watson Lake	27,908	27,251
Klondike	27,230	32,706
Kluane	42,633	42,085
Whitehorse	60,993	63,370
Total Parties	**207,689**	**231,800**

The average party size varied from one region to the next. The table on the right shows the average party size in each of the tourist regions of the Yukon.

Note: these figures have been rounded to one decimal point. Therefore calculations using them may not be consistent with data shown in other areas of this report.

Visitor Region	Average Party Size 1994	1999
Teslin	2.6	2.1
North Yukon	2.0	2.2
Campbell	2.2	2.2
Kluane	2.4	2.2
Silver Trail	2.2	2.3
Watson Lake	2.5	2.3
Whitehorse	2.2	2.3
Klondike	2.1	2.4
Carcross/ Southern Lakes	2.3	2.5

Visitors Stopping in Each Yukon Region By Gender



A breakdown of visitors to each of the regions shows that all regions except two, the Campbell region and the Carcross/ Southern Lakes region, had a slightly higher percentage of male visitors than female visitors.

Visitor Region	Younger Than 18	Between 18 and 54	Older Than 54
Campbell	7%	30%	63%
Carcross/ Southern Lakes	6%	41%	53%
Klondike	5%	42%	53%
Kluane	9%	44%	47%
North Yukon	12%	59%	29%
Silver Trail	6%	39%	55%
Teslin	7%	36%	57%
Watson Lake	10%	33%	56%
Whitehorse	9%	43%	48%
Total	**8%**	**40%**	**52%**

Looking at the age of visitors to the nine Yukon regions shows that the highest percentage of visitors were older than 54 years of age in all regions except one. In the North Yukon region the highest percentage of visitors were between the ages of 18 and 54.

WHO MADE THE VISITS?

Of the 231,800 parties or groups of visitors to the Yukon regions, the U.S.A. had the highest percentage of visitor parties in each region except the North Yukon region. Canada had the highest percentage of visitor parties in the North Yukon region and the second highest percentage in seven other visitor regions. Visitors from overseas had the second highest percentage of visitor parties in the North Yukon region, the Kluane region and the third highest percentage in seven other visitor regions

Country of Origin by Region

Visitor Region	Canada	Overseas	U.S.A
Campbell	24%	19%	57%
Carcross - Southern Lakes	15%	14%	71%
Klondike	23%	17%	60%
Kluane	10%	16%	74%
North Yukon	57%	28%	15%
Silver Trail	28%	15%	57%
Teslin	18%	8%	74%
Watson Lake	17%	6%	77%
Whitehorse	21%	15%	64%
Total	**19%**	**14%**	**67%**

The table on the right shows the three most frequently mentioned Canadian provinces of origin by visitor parties in each of the nine regions.

For example, the highest percentage of visitors to the Whitehorse region were from B.C. (39%), the second highest percentage were from Alberta (20%), and the third highest percentage of visitor parties were from Ontario (19%).

Canadian Province of Origin by Region

Visitor Region	Highest Percentage	Second Highest Percentage	Third Highest Percentage
Campbell	B.C. (38%)	Alberta (30%)	Ontario (17%)
Carcross - Southern Lakes	B.C. (49%)	Ontario (20%)	Alberta (11%)
Klondike	B.C. (46%)	Ontario (23%)	Alberta (12%)
Kluane	B.C. (37%)	Ontario (30%)	Alberta (15%)
North Yukon	B.C. (56%)	Alberta (11%)	Manitoba (11%)
Silver Trail	B.C. (53%)	Alberta (19%)	Ontario (11%)
Teslin	B.C. (41%)	Alberta (23%)	Ontario (12%)
Watson Lake	B.C. (38%)	Alberta (25%)	Ontario (16%)
Whitehorse	B.C. (39%)	Alberta (20%)	Ontario (19%)

American State of Origin by Region

Visitor Region	Highest Percentage	Second Highest Percentage	Third Highest Percentage
Campbell	California (57%)	Alaska (7%)	Michigan (4%)
Carcross - Southern Lakes	Alaska (9%)	Wash. (8%)	California (8%)
Klondike	Alaska (24%)	California (20%)	Michigan (6%)
Kluane	Alaska (26%)	California (7%)	Wash. (5%)
North Yukon	N/A	N/A	N/A
Silver Trail	California (17%)	Alaska (16%)	S. Dakota (6%)
Teslin	Wash. (10%)	Alaska (9%)	S. Carolina (9%)
Watson Lake	S. Carolina (9%)	Wash. (9%)	Alaska (9%)
Whitehorse	Alaska (16%)	California (9%)	Wash. (7%)

The table on the left shows the three most frequently mentioned American states of origin by visitor parties in each of the nine regions.

In four of the nine regions Alaska was the most frequently mentioned American state of origin, while California was mentioned most often in two regions, and Washington and South Carolina were mentioned most often in one region each.

Overseas Country of Origin by Region

Visitor Region	Highest Percentage	Second Highest Percentage	Third Highest Percentage
Campbell	Germany (35%)	Switzer. (30%)	Belgium (10%)
Carcross - Southern Lakes	Germany (42%)	Nether. (13%)	U.K. (11%)
Klondike	Germany (30%)	Switzer. (25%)	France (10%)
Kluane	Germany (45%)	Australia (20%)	Switzer. (10%)
North Yukon	N/A	N/A	N/A
Silver Trail	Switzer. (37%)	Germany (21%)	Australia (14%)
Teslin	Germany (54%)	U.K. (15%)	Switzer. (15%)
Watson Lake	Germany (67%)	U.K. (17%)	Belgium (8%)
Whitehorse	Germany (44%)	Switzer. (10%)	U.K. (9%)

The table on the left shows the three most frequently mentioned overseas country of origin by visitor parties in each of the nine regions.

In seven of the nine regions Germany was the most frequently mentioned overseas country of origin, while Switzerland was mentioned most often in one region.

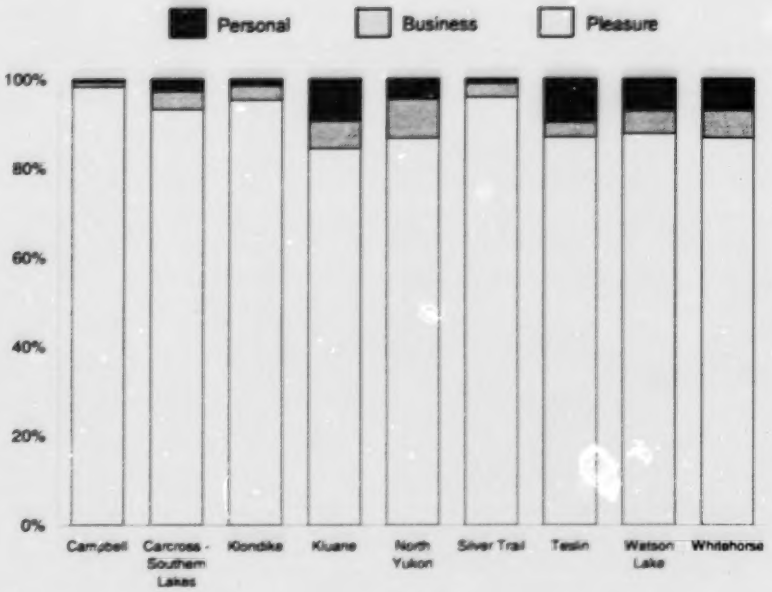
WHAT DID THE VISITORS DO WHILE IN EACH REGION ?

What was the purpose of their trip to each of the nine Yukon regions?

Of the 529,347 visitors to the nine Yukon regions, 472,654 or 89% were visiting for pleasure, 31,169 or 6% were visiting for personal reasons and 25,524 or 5% were visiting for a business purpose.

Note: the total visitors figure (529,347) is much larger than the total visitors to the Yukon figure of 232,766 since Yukon visitors who stopped in multiple regions (shared customers) were counted as a visitor in each region (see page 8 for more detail).

Visitors Stopping in Each Yukon Region By Trip Purpose

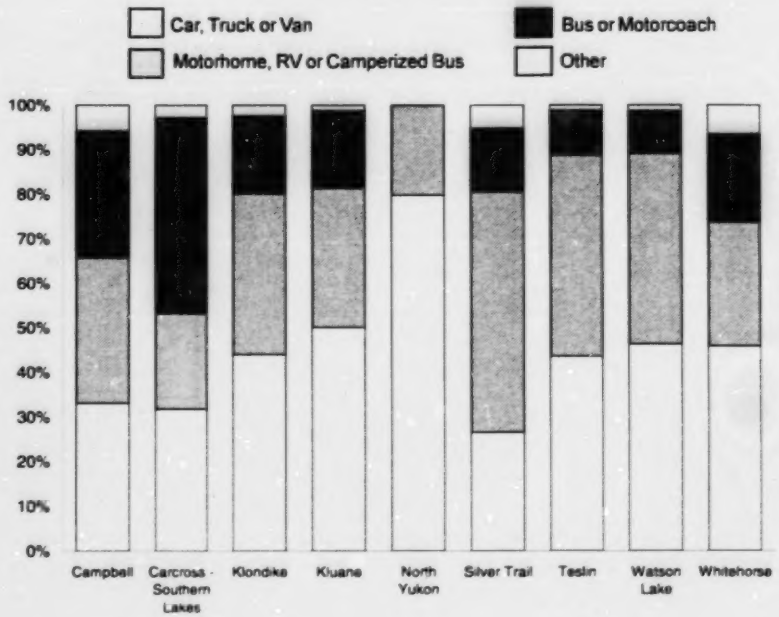


A breakdown by region of the most frequently mentioned responses for each trip purpose is shown in the table to the right.

	Most Frequently Mentioned		
Visitor Region	**Personal Purpose**	**Business Purpose**	**Pleasure Purpose**
Campbell	Other (100%)	Gov't (75%)	Touring (68%)
Carcross - Southern Lakes	Relocation (35%)	Incentive (23%)	Touring (69%)
Klondike	Illness (55%)	Gov't (23%)	Touring (66%)
Kluane	Relocation (69%)	Gov't (25%)	Touring (70%)
North Yukon	Illness (50%)	Other (100%)	Touring (48%)
Silver Trail	Illness (100%)	Other (100%)	Touring (70%)
Teslin	Relocation (49%)	Gov't (40%)	Touring (71%)
Watson Lake	Relocation (68%)	Gov't (45%)	Touring (66%)
Whitehorse	Relocation (27%)	Gov't (34%)	Touring (66%)

Note: visitors were able to respond in more than one 'business', 'personal' or 'pleasure' category.

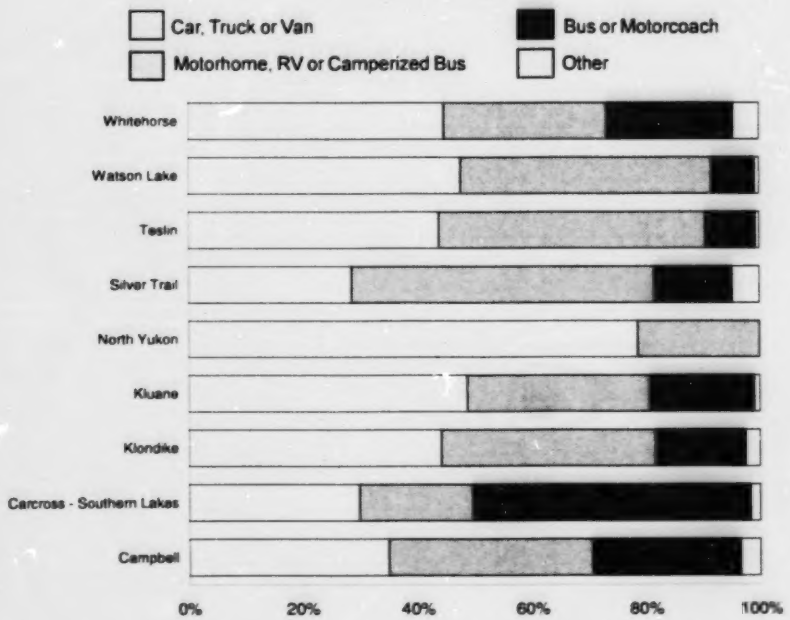
Travel Parties Stopping in Each Yukon Region
by mode of transportation



How did they travel within the region?

The graph on the left shows that in most regions the highest percentage of visitor parties travelled by car, truck or van. In the Silver Trail and Teslin regions the highest percentage of visitor parties travelled by motorhome, RV or camperized bus and in the Carcross/ Southern Lakes region the highest percentage travelled by bus or motorcoach.

Visitors Stopping in Each Yukon Region
by mode of transportation



Looking at the number of visitors who came to each region also shows that in most regions the highest percentage travelled by car, truck or van.

WHAT DID THE VISITORS DO WHILE IN EACH REGION ?

Did they use a rented vehicle to travel within the region?

The table on the right shows the percentage of visitor parties who used a rented vehicle to travel within the regions they were visiting.

Parties Using a Rental Vehicle in Each Yukon Region

Visitor Region	Yes	No
Campbell	19%	81%
Carcross - Southern Lakes	13%	87%
Klondike	17%	83%
Kluane	16%	84%
North Yukon	N/A	N/A
Silver Trail	14%	86%
Teslin	5%	95%
Watson Lake	8%	92%
Whitehorse	16%	84%

What attractions or activities did they take part in while visiting each of the nine Yukon regions?

The table on the right shows the activity that was mentioned most often in each of the nine regions and the percentage of visitors taking part in that activity. The three categories mentioned most often by visitors were:

1) Other Attractions: 3
2) Natural Attractions: 2
3) Guided Tours: 2

Visitor Region	Most Frequently Mentioned Activity	%
Campbell	Guided Tours	25%
Carcross - Southern Lakes	Natural Attractions	30%
Klondike	Guided Tours	54%
Kluane	Natural Attractions	32%
North Yukon	Business Attractions	39%
Silver Trail	Other Attractions	41%
Teslin	Other Attractions	41%
Watson Lake	Other Attractions	54%
Whitehorse	Museums	33%

Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the table above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

Length of Stay by Region

Visitor Region	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights
Campbell	70%	23%	4%	0%	3%
Carcross - Southern Lakes	82%	15%	2%	0%	1%
Klondike	9%	71%	18%	1%	1%
Kluane	37%	59%	3%	1%	0%
North Yukon	62%	38%	0%	0%	0%
Silver Trail	79%	19%	1%	1%	0%
Teslin	70%	29%	0%	0%	1%
Watson Lake	43%	56%	1%	0%	0%
Whitehorse	27%	60%	10%	1%	2%

The table on the left shows the percentage of nights visitor parties stayed in each of the nine regions. Most visitor parties stayed less than one night (5 regions) or 1 to 2 nights (4 regions).

The highest percentage of visitor parties who stayed:

- for less than night was in the Carcross region (82%);
- for 1 to 2 nights was in the Klondike region (71%); and
- for 3 to 5 nights was in the Klondike region (18%).

Type of Accommodation by Region

The charts on the left show the type of accommodation most commonly used by visitor parties to each of the nine Yukon regions. The 'other' category includes staying with friends/ relatives; bed & breakfast; lodge/ camp/ cabin; roadside pullout; camping in the bush; other and not stated.

*Note: 'campground' includes both public and commercial campgrounds.

Note: visitor parties may have used more than one type of accommodation.

HOW DID THEY ENJOY THEIR STAY WHILE IN EACH REGION ?

What was the most positive thing/ most negative thing about your visit ?

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the different Yukon regions. The most positive thing mentioned more than any other in all nine regions was scenery - the most negative thing mentioned more than any other was nothing (7 regions), transportation (1 region), and time (1 region).

Visitor Region	Positive	%
Campbell	Scenery	36%
Carcross - Southern Lakes	Scenery	50%
Klondike	Scenery	28%
Kluane	Scenery	61%
North Yukon	Scenery	54%
Silver Trail	Scenery	32%
Teslin	Scenery	58%
Watson Lake	Scenery	57%
Whitehorse	Scenery	45%

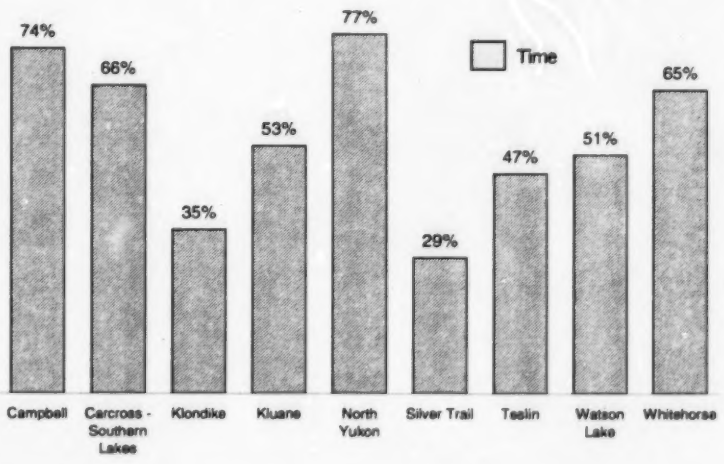
Visitor Region	Negative	%
Campbell	Nothing	28%
Carcross - Southern Lakes	Nothing	37%
Klondike	Nothing	31%
Kluane	Transportation	30%
North Yukon	Time	25%
Silver Trail	Nothing	34%
Teslin	Nothing	35%
Watson Lake	Nothing	33%
Whitehorse	Nothing	38%

What would make you stay longer?

When asked what would make them stay longer in each of the regions, the most common response of visitors was 'time', meaning that if they had more time available they would have been able to stop in the different regions longer.

Note: visitors were asked if there was anything that would have encouraged them to spend more time in the region. The figures in the table above include only the visitors that responded 'yes'.

What Would Make You Stay Longer ?



HOW DID THEY ENJOY THEIR STAY WHILE IN EACH REGION ?

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	1%	94%
Opportunity to View Wildlife	30%	47%
Attractions		
Museums and Interpretive Centres	1%	88%
Service/ Hospitality	<1%	97%
Value for Money	5%	85%
Impression of the Region		
People and Communities	1%	94%
Hospitality	1%	97%
Safety	1%	97%
Infrastructure		
Roads and Highways	10%	69%
Parking	4%	87%
RV Dump Stations	6%	88%
Directional Signs	8%	78%
Information Signs	4%	83%
Roadside Information Displays	2%	87%
Outdoor/ Wilderness Activities		
Variety or Selection	2%	91%
Service/ Hospitality	1%	94%
Value for Money	6%	77%
Accommodations		
Variety or Selection	7%	78%
Service/ Hospitality	3%	91%
Value for Money	6%	83%
Restaurants		
Variety or Selection	8%	73%
Service/ Hospitality	4%	88%
Value for Money	7%	77%
Tours		
Variety or Selection	1%	90%
Service/ Hospitality	0%	96%
Value for Money	0%	93%
Entertainment and Recreation		
Variety or Selection	3%	83%
Service/ Hospitality	1%	93%
Value for Money	7%	84%
Yukon Arts and Crafts		
Variety or Selection	7%	77%
Service/ Hospitality	2%	90%
Value for Money	8%	70%
Shopping and Retail Services		
Variety or Selection	6%	75%
Service/ Hospitality	1%	87%
Value for Money	8%	72%
Automobile and RV Service/ Repair		
Variety or Selection	9%	67%
Service/ Hospitality	3%	79%
Value for Money	21%	58%

How would you rate the quality of the various features or services of your visit?

When asked if they had received good or very good value for their money for different aspects of their trip in the different regions, visitors responded in the following way:

93% said they had received good, or very good value for their money in terms of tours such as flight-seeing, walking tours, etc.;

85% - said the same about attractions;

84% - Entertainment and recreation;

83% - Accommodations;

77% - Meals & refreshments in restaurants;

77% - Outdoor/ wilderness activities;

72% - Shopping and retail services;

70% - Yukon arts and crafts; and

58% - Automobile and RV service/ repair.

Note: The figures in the table above include responses from all nine Yukon regions.

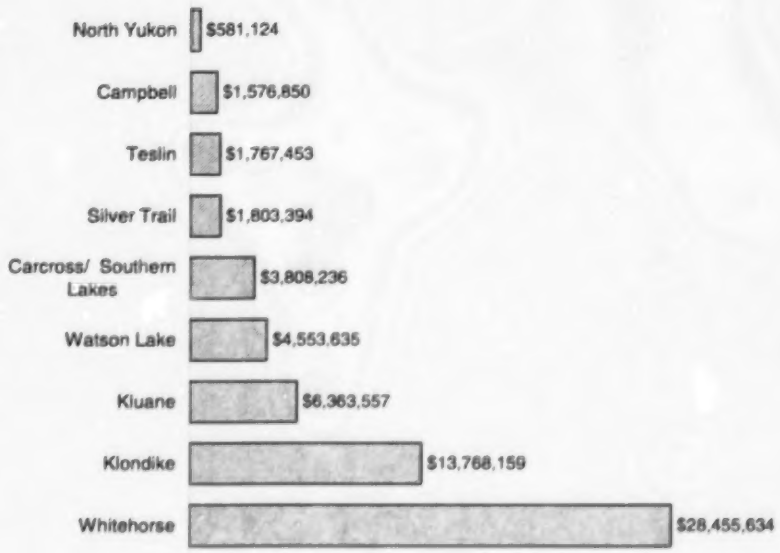
HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

What did visitors to the nine Yukon regions spend in total?

Spending by visitors to the nine Yukon regions totalled $62,678,042. Below is a table showing visitor spending in each region as a percentage of total visitor spending in the Yukon:

North Yukon	1%
Campbell	3%
Teslin	3%
Silver Trail	3%
Carcross/ Southern Lakes	6%
Watson Lake	7%
Kluane	10%
Klondike	22%
Whitehorse	45%

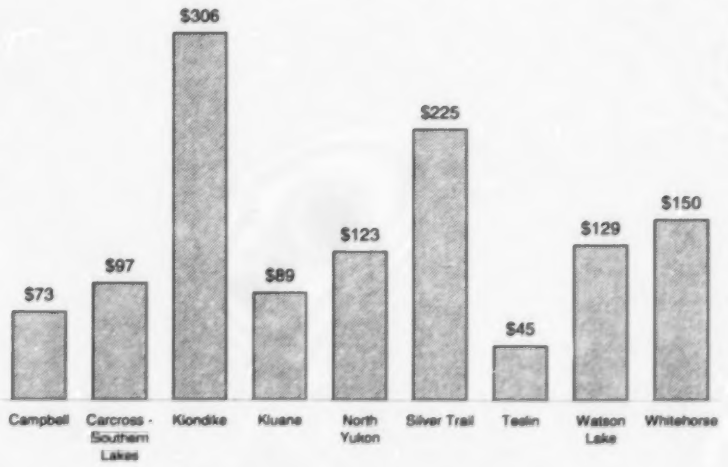
In 1994, visitors spent a total of $50,209,183 (expressed in 1999 dollars) in the Yukon.



What was the typical amount spent by each tourist party during their visit to the nine Yukon regions?

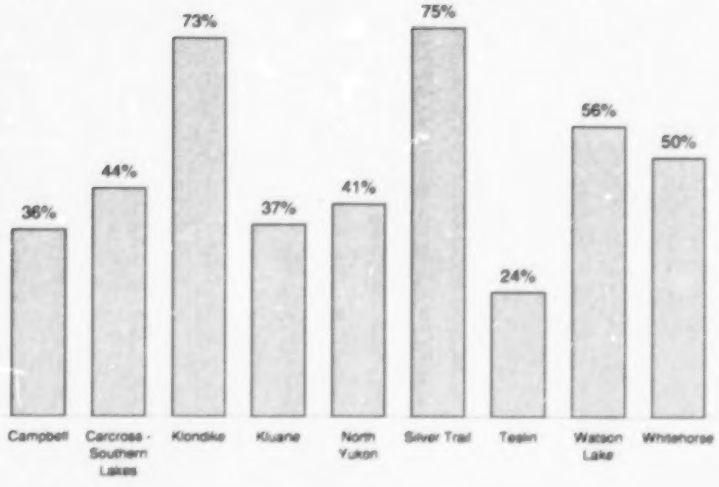
Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figures.

Average Spending by Each Party in Each Yukon Region



HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

Visitor Parties Who Spent More Than $100 per Night in Each Yukon Region

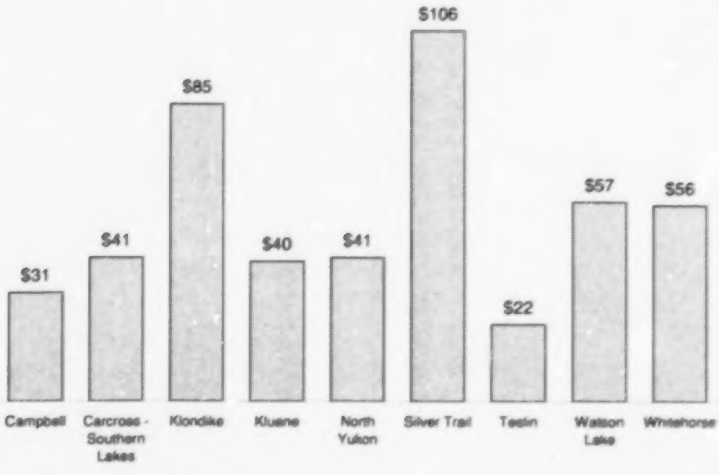


What was the expenditure by tourist party each night of their stay in each of the nine Yukon regions?

Of the visitor parties to each of the nine Yukon regions:

- 75% of visitor parties to the Silver Trail region spent more than $100 per night; and
- 24% of visitor parties to the Teslin region spent more than $100 per night.

Average Spending per Person per Night in Each Yukon Region



How much was spent per person per night?

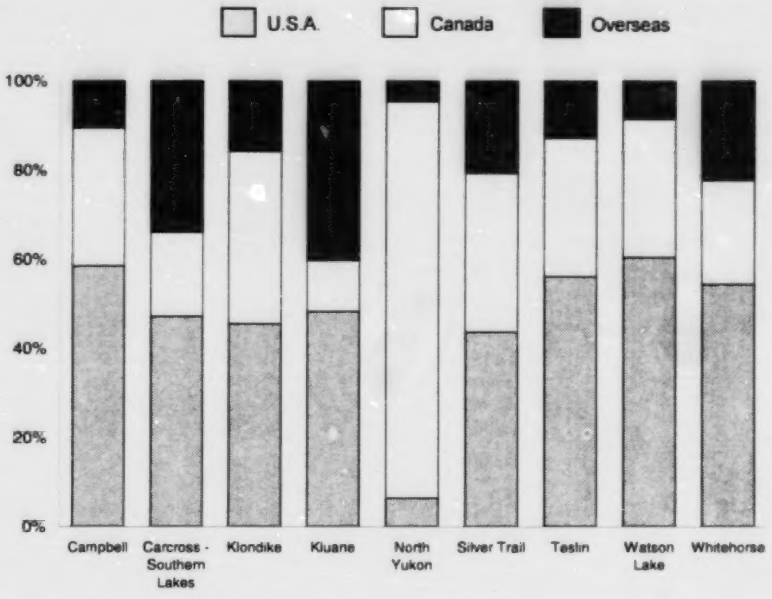
Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

Expenditures in the nine Yukon regions by Origin

The graph on the right shows the expenditure by visitor party by origin of the party. In every region, except the North Yukon region, visitor parties from the U.S.A. spent the greatest amount. In the North Yukon region parties from Canada spent the most.

Total Spending by Origin in Each Yukon Region



The table on the right shows the average expenditure by visitor parties by origin. For instance, the middle column of the table, Canada, shows that visitor parties from Canada spent on average $260 during their visit to the Whitehorse region.

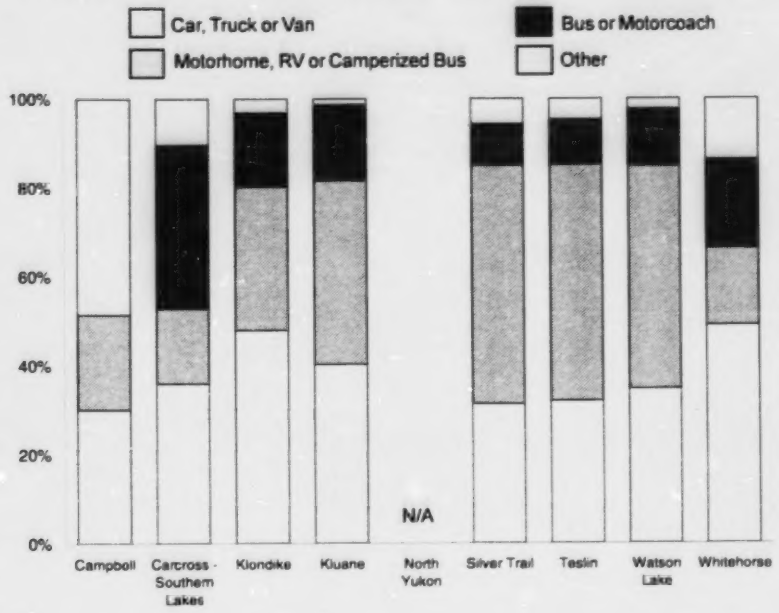
Average Spending by Origin in Each Yukon Region

Visitor Region	U.S.A.	Canada	Overseas
Campbell	$140	$29	$20
Carcross - Southern Lakes	$80	$161	$236
Klondike	$258	$485	$340
Kluane	$72	$144	$222
North Yukon	$69	$284	$29
Silver Trail	$186	$276	$311
Teslin	$41	$72	$99
Watson Lake	$113	$203	$230
Whitehorse	$126	$260	$346

Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

Total Spending by Mode of Travel in Each Yukon Region



Average Spending by Mode of Travel in Each Yukon Region

Visitor Region	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	$21	$36	N/A	N/A
Carcross - Southern Lakes	$81	$74	$115	$361
Klondike	$261	$331	$382	$586
Kluane	$51	$131	$123	N/A
North Yukon	N/A	N/A	N/A	N/A
Silver Trail	$207	$242	$195	$273
Teslin	$28	$60	$81	N/A
Watson Lake	$61	$170	$224	N/A
Whitehorse	$72	$150	$318	$326

Expenditures in the nine Yukon regions by Mode of Travel

The graph on the left shows the expenditure by visitor party by mode of travel while in each region. In the Klondike, Kluane and Whitehorse regions the majority of spending was by visitor parties travelling by car, truck or van.

In the Silver Trail, Teslin and Watson Lake regions the majority of spending was by visitor parties travelling by motorhome, RV or camperized bus.

In the Carcross/ Southern Lakes region the majority of spending was by visitor parties travelling by bus or motorcoach and in the Campbell region the majority of spending was by visitor parties travelling by other modes of travel (including bus or motorcoach).

The table on the left shows the average expenditure by visitor parties by mode of travel.

Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO EACH REGION ?

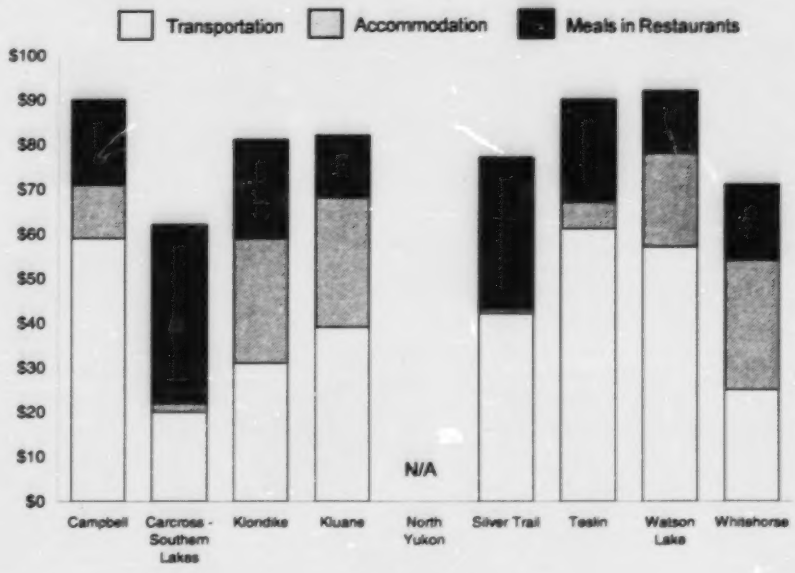
What did visitors spend their money on?

The graph on the right shows what visitors to the different regions spent their money on while visiting each region. In general, every $100 spent by a visitor was divided up into the following items:

- transportation;
- accommodation;
- restaurant meals;
- groceries and alcoholic beverages;
- shopping and souvenirs;
- entertainment and recreation;
- outdoor/ wilderness activities;
- Yukon Indian arts & crafts;
- other Yukon-made arts & crafts; and
- 'other' expenses.

Three Most Common Expenditures by Visitors in Each Yukon Region

As a Percentage of a Typical $100 Expenditure



The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every $100 spent. Transportation is used in the example below as visitors generally had the highest expenditure in this category. For instance, in the Campbell region, $71 out of every $100 was spent by visitors from Canada on transportation as compared to $57 for visitors from the U.S.A.and $50 for overseas visitors.

Transportation

	Visitor Origin		
Visitor Region	**Canada**	**U.S.A.**	**Overseas**
Campbell	$71	$57	$50
Carcross - Southern Lakes	$49	$15	$36
Klondike	$38	$23	$54
Kluane	$41	$40	$32
North Yukon	N/A	N/A	N/A
Silver Trail	$51	$38	$43
Teslin	$62	$61	$58
Watson Lake	$51	$59	$46
Whitehorse	$21	$27	$18

Three Most Common Expenditures by Visitors in Each Yukon Region by Mode of Travel

As a Percentage of a Typical $100 Expenditure

Transportation

Visitor Region	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	$45	$75	N/A	N/A
Carcross - Southern Lakes	$38	$51	$0	N/A
Klondike	$32	$43	<$1	$47
Kluane	$45	$51	$0	N/A
North Yukon	N/A	N/A	N/A	N/A
Silver Trail	$47	$48	N/A	N/A
Teslin	$60	$75	N/A	N/A
Watson Lake	$59	$66	$0	N/A
Whitehorse	$19	$40	$2	$3

Accommodation

Visitor Region	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	$11	$14	N/A	N/A
Carcross - Southern Lakes	$3	$3	$0	N/A
Klondike	$24	$20	$58	$1
Kluane	$16	$17	$82	N/A
North Yukon	N/A	N/A	N/A	N/A
Silver Trail	$1	$1	N/A	N/A
Teslin	$9	$3	N/A	N/A
Watson Lake	$19	$11	$83	N/A
Whitehorse	$24	$12	$58	$41

Meals in Restaurants

Visitor Region	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	$28	$6	N/A	N/A
Carcross - Southern Lakes	$34	$19	$52	N/A
Klondike	$26	$19	$15	$33
Kluane	$19	$7	$10	N/A
North Yukon	N/A	N/A	N/A	N/A
Silver Trail	$33	$23	N/A	N/A
Teslin	$23	$16	N/A	N/A
Watson Lake	$17	$12	$9	N/A
Whitehorse	$18	$11	$23	$20

Did visitor spending vary with the type of transportation visitors used?

The question could be clarified with a specific example such as, 'Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?'

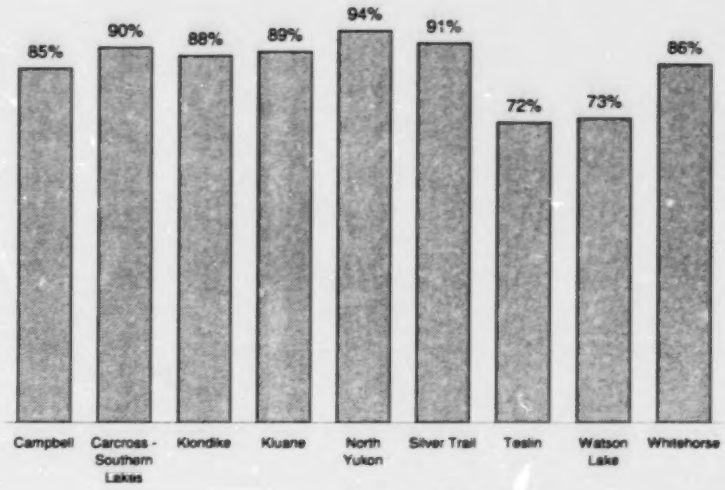
The tables on the left provide a breakdown of expenditures on transportation, accommodation, and meals in restaurants by visitors (as a percentage of a typical $100 expenditure).

HOW DID THEY PLAN FOR THEIR VISIT ?

Before they arrived had they planned to visit the region?

The graph on the right shows the percentage of tourist groups or parties who said they had planned to visit each of the Yukon regions. In the North Yukon region 94% of visitor parties said they had planned to visit the region prior to arriving in the region. Only 72% of visitor parties said they had planned to visit the Teslin region.

Parties That Planned to Visit Each Yukon Region



A further breakdown of trip planning by travel parties in each visitor region is shown in the table to the right.

Visitor Region	Yes	No
Campbell	85%	15%
Carcross - Southern Lakes	90%	10%
Klondike	88%	12%
Kluane	89%	11%
North Yukon	94%	6%
Silver Trail	91%	9%
Teslin	72%	28%
Watson Lake	73%	27%
Whitehorse	86%	14%

Most Often Mentioned Source of Information Used Prior to Visiting Each Yukon Region

Visitor Region	Planning Before	%
Campbell	Personal Experience	46%
Carcross - Southern Lakes	Milepost	20%
Klondike	Milepost	48%
Kluane	Milepost	35%
North Yukon	Milepost	66%
Silver Trail	Milepost	50%
Teslin	Milepost	50%
Watson Lake	Milepost	50%
Whitehorse	Milepost	29%

What sources of information did they use to plan their visit to each Yukon region?

The table on the left shows that the most frequently mentioned source of information in eight of the nine Yukon regions was the Milepost. Personal experience was mentioned most often in the Campbell region.

Note: the figures in the table to the left include only the visitors that said they had planned to visit the region before arriving.

Note: visitors were able to choose more than one source of information.

Note: some visitors reported not using any sources of information to plan their trip.

Most Often Mentioned Source of Information Used During Their Visit to Each Yukon Region

Visitor Region	Planning During	%
Campbell	Visitor Reception Centre	74%
Carcross - Southern Lakes	Visitor Reception Centre	44%
Klondike	Visitor Reception Centre	82%
Kluane	Visitor Reception Centre	62%
North Yukon	Visitor Reception Centre	90%
Silver Trail	Visitor Reception Centre	79%
Teslin	Visitor Reception Centre	64%
Watson Lake	Visitor Reception Centre	66%
Whitehorse	Visitor Reception Centre	56%

What sources of information did they use <u>during</u> their visit to each Yukon region?

The table on the left shows that the most frequently mentioned source of information in each of the nine Yukon regions were Visitor Information Centres.

Note: the figures in the table to the left include only the visitors that said they had looked for information about the region.

Note: visitors were able to choose more than one source of information.

1999 Yukon Regional Exit Survey

Field Operations - May to September, 1999

Yukon
Executive Council Office
Bureau of Statistics

APPENDIX ONE - REGIONAL QUESTIONAIRE

SECTION 1

■ **1. Including yourself, how many people are travelling in your immediate travel party *(sharing expenses, experiences, or decisions)*?**

_____ persons

■ **2. How many people in your immediate travel party are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male								
Female								

■ **3. How many different households are represented in your immediate travel party?**

_____ households

■ **4. What country are you from?**

❑ Canada: **Province:** _____ **Postal Code:** _____ (❑ Don't know)
❑ U.S.A. **State:** _____ **Zip Code:** _____ (❑ Don't know)
❑ Other **Country:** _____

SECTION 2

■ **5. Which of the following reasons best describes the primary purpose of this trip?**
(Select one only - interviewer probe)

■ **BUSINESS**
- ❑ Corporate Business
- ❑ Government Business
- ❑ Business Incentive Travel
- ❑ Conventions/Conferences
- ❑ Other (specify): _____

or

■ **PLEASURE**
- ❑ Touring
- ❑ Visiting friends/relatives
- ❑ Participating in or attending sports events
- ❑ Experiencing Yukon history
- ❑ Attending arts and/or cultural events
- ❑ Wilderness adventure
- ❑ Other (specify): _____

or

■ **PERSONAL**
- ❑ Funeral
- ❑ Relocation
- ❑ Work/job (specify): _____
- ❑ Illness
- ❑ Other (specify): _____

The next few questions are about your travel through this Region.

■ **6. I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.**

Interviewer Instruction:
Print "**ENTER**" where they *(HOUSEHOLD)* entered Region and "**EXIT**" where they are exiting the Region. Indicate with an "X" where they stayed the night and a (S) where stops were made along the way. Indicate with an **->** or **<-** the direction of their travel.

(Remember to record air & river travel)

SECTION 3 - REGION VISITORS ONLY

Interviewer Note: REGIONAL VISITORS are defined by response to MAP question as STOPPING in the Region and confirmed with the following question.

■ **7. Are you just passing through the region?**

❑ Yes - *if yes, skip to SECTION 4. (page 16) PASSING THROUGH*

❑ No

■ **8. In total, how many nights did you spend in this REGION?**

Interviewer Note: Please confirm with nights on map

_____ nights ❑ d/k *if # of nights = 0, skip to Q. 10. Do not ask accommodation in Q. 11.1.*

■ **9. What type of accommodation did you use while in the Region?**

(Do not read) *For each, ask* **How many nights?**

❑ homes of friends or family _____ nights

❑ roadside/pullout _____ nights

❑ hotel/motel _____ nights

❑ bed & breakfast _____ nights

❑ lodge/camp/cabin _____ nights

❑ Government campground _____ nights

Did you mainly tent? ❑ yes ❑ no

❑ Commercial campground _____ nights

Did you mainly tent? ❑ yes ❑ no

❑ camping in the bush _____ nights

❑ other [specify: _____] _____ nights

■ **10. What was your MAIN MODE of transportation WHILE IN THIS REGION?**

(Do not read. Mark only one.)

❑ airplane/helicopter ❑ bus/motor coach

❑ car/truck/van ❑ motorhome/RV/converted bus

❑ camperized truck/van ❑ other [specify: _____]

■ **10.1 Was it a rental vehicle?** ❑ yes ❑ no ❑ d/k ❑ refused

■ **11. WHILE IN THIS REGION, what is your best estimate of the total expenditures by your household? PLEASE INCLUDE all spending IN THE REGION whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any prepaid (package) expenses or spending outside of the REGION?**

$ _____ (Total)

Was it in: ❑ Canadian $ ❑ U.S. $ ❑ d/k ❑ Other?: _____

SECTION 3 - REGION VISITORS ONLY continued

■ **11.1 Does your total include the following?**

(read aloud and mark all that apply)

yes	no		*if yes, ask* **How much did your party spend?**
❑	❑	Transportation within the REGION?	$ _____
❑	❑	Accommodation?	$ _____
❑	❑	Groceries and alcoholic beverages?	$ _____
❑	❑	Meals and refreshments in restaurants or bars?	$ _____
❑	❑	Outdoor/wilderness activities?	$ _____
❑	❑	Entertainment and recreation? *(including arts and cultural events)*	$ _____
❑	❑	Yukon Indian arts, crafts and souvenirs	$ _____
❑	❑	Other Yukon made arts, crafts & souvenirs	$ _____
❑	❑	Other shopping and souvenirs?	$ _____
❑	❑	Other expenses? (specify: _____)	$ _____

■ **12. BEFORE you arrived in the Yukon, had you planned to visit this Region?**

❑ Yes ❑ No - *if no, skip to question 13*

if yes, ask

■ **12.1 What sources of information did you use when PLANNING your visit to the Region?**

❑ none

_____

_____

_____

if more than one source listed, ask

■ **12.2 Which of these sources was the most helpful?**

_____

■ **13. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **13.1 What sources of information did you use?**

_____

_____

_____

if more than one source, ask

■ **13.1.1 Which of these sources was the most helpful?**

_____

❑ **No**

if no, ask

■ **13.2 Why not?**

_____

SECTION 3 - REGION VISITORS ONLY continued

■ **14. WHILE IN THIS REGION, what attractions, events or activities did you or someone in your household participate in?**

❑ **nothing**

■ **14.1 Why didn't you?**

(skip to question 14.4)

❑ **did something**

■ **14.2**

■ **14.3 What DID YOU DO in the Region that you had NOT planned on doing?**

❑ **nothing**

■ **14.3.1 Why did you do that?**

■ **14.4 What DIDN'T YOU DO in the Region that you had planned to do?**

❑ **nothing**

(skip to question 15)

■ **14.4.1 Why didn't you do that?**

■ **15. Is there anything that would have encouraged you to spend more time in this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

15.1 What would that be?

■ **16. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

SECTION 3 - REGION VISITORS ONLY continued

7. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of *(read list)*?

	1 very poor	2	3	4	5 very good	d/k	n/a
The Region's natural attractions/scenery	❑	❑	❑	❑	❑	❑	❑
Your opportunity to view wildlife	❑	❑	❑	❑	❑	❑	❑
The Regions Built attractions and features such as,							
museums & interpretive centres	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Your impression of the Regions							
people and communities	❑	❑	❑	❑	❑	❑	❑
their hospitality	❑	❑	❑	❑	❑	❑	❑
your feeling of safety	❑	❑	❑	❑	❑	❑	❑
The Regions Tourism infrastructure such as,							
roads and highways	❑	❑	❑	❑	❑	❑	❑
parking	❑	❑	❑	❑	❑	❑	❑
RV dump stations	❑	❑	❑	❑	❑	❑	❑
directional signs	❑	❑	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑	❑	❑
highway roadside information panels or exhibits	❑	❑	❑	❑	❑	❑	❑
The Regions Outdoor/wilderness activities particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Accommodations particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Restaurants particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions speciality tours, such as flight-seeing, river tours, walking tours or local bus tours							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions other opportunities for Entertainment & recreation (including arts & cultural events) particularly the							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

SECTION 3 - REGION VISITORS ONLY continued

	1 very poor	2	3	4	5 very good	d/k	n/a
Locally made arts and crafts, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Other Shopping & Retail Services, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Automobile & RV service and repair, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

■ **18. Looking back on your trip, what was the SINGLE MOST NEGATIVE thing about your visit to this Region?**

■ **19. Looking back on your trip, what was the SINGLE MOST POSITIVE thing about your visit to this Region?**

If no to question 12, they did not plan to visit this REGION, skip to END of questionnaire.

If yes to question 12, they had planned to visit this REGION, ask questions 20 and 21.

■ **20. Before coming to the Yukon, what images came to mind when thinking about visiting this Region?**

■ **21. A year from now, when remembering or talking about the Region, what images do you think will come to mind?**

End Interview. Thank participant and invite them to enter into the DRAW for the original work of art.

SECTION 4 - PASS THROUGH VISITORS ONLY

Interviewer Note: PASS-THROUGH travellers are defined by response to MAP question as NOT having STOPPED in the Region and confirmed with the following question.

■ **22. BEFORE you arrived in the Yukon, had you planned on stopping in this Region?**

❑ **Yes**

if yes, ask

■ **22.1 What sources of information did you use when PLANNING your visit to the Region?**

if more than one source, ask

■ **22.1.1 Which of these sources was the most helpful?**

■ **22.2 What DIDN'T YOU DO in the Region that you had planned to do?**

■ **22.2.1 Why didn't you do that?**

❑ **No**

if no, ask

■ **22.3 Why hadn't you planned on stopping in this Region?**

■ **23. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **23.1 What sources of information did you use?**

if more than one source, ask

■ **23.1.1 Which of these sources was the most helpful?**

SECTION 4 - PASS THROUGH VISITORS ONLY continued

❑ **No**

if no, ask

■ **23.2 Why not?**

■ **24. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of the *(read list)* in this Region?**

	1 very poor	2	3	4	5 very good
roads and highway	❑	❑	❑	❑	❑
highway directional signs	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑
the Region's natural attractions/scenery	❑	❑	❑	❑	❑

■ **25. Is there anything that would have encouraged you to visit this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

■ **25.1 What would that be?**

■ **26. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

Interviewer Note: skip PASS-THROUGH travellers to end of questionnaire and invite them to enter into the DRAW for the original work of art.

REGIONAL SUMMARY

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS TO EACH REGION

	1994	1999	% Change
Campbell	72,014	42,424	-41%
Carcross - Southern Lakes	113,033	54,937	-51%
Klondike	67,570	79,278	17%
Kluane	136,496	128,795	-6%
North Yukon	6,504	7,763	19%
Silver Trail	59,973	14,259	-76%
Teslin	105,690	61,785	-42%
Watson Lake	101,900	80,878	-21%
Whitehorse	182,431	169,376	-7%
Total	**845,611**	**639,495**	**-24%**

This table is derived from Question 1 of the 1999 Regional Questionaire (Page 32). See page 10 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	13,821	30,835	123%
Carcross - Southern Lakes	44,061	52,533	19%
Klondike	58,020	78,280	35%
Kluane	100,496	92,516	-8%
North Yukon	4,455	7,336	65%
Silver Trail	7,290	14,022	92%
Teslin	46,209	45,730	-1%
Watson Lake	70,960	63,520	-10%
Whitehorse	131,273	144,575	10%
Total	**476,585**	**529,347**	**11%**

This table is derived from Question 7 of the 1999 Regional Questionaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF VISITORS THAT PASSED THROUGH EACH REGION WITHOUT STOPPING

	1994	1999	% Change
Campbell	58,020	11,589	-80%
Carcross - Southern Lakes	68,972	2,404	-97%
Klondike	9,550	998	-90%
Kluane	36,000	36,279	1%
North Yukon	2,049	427	-79%
Silver Trail	52,683	237	-100%
Teslin	59,481	16,055	-73%
Watson Lake	30,940	17,358	-44%
Whitehorse	51,158	24,801	-52%
Total	**368,853**	**110,148**	**-70%**

This table is derived from Question 7 of the 1999 Regional Questionaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	6,383	14,287	124%
Carcross - Southern Lakes	19,548	21,435	10%
Klondike	27,230	32,706	20%
Kluane	42,633	42,085	-1%
North Yukon	2,229	3,347	50%
Silver Trail	3,318	6,119	84%
Teslin	17,447	21,200	22%
Watson Lake	27,908	27,251	-2%
Whitehorse	60,993	63,370	4%
Total	**207,689**	**231,800**	**12%**

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 11 and 12 for additional information.

AVERAGE PARTY SIZE IN EACH REGION

	1994	1999	% Change
Campbell	2.2	2.2	0%
Carcross - Southern Lakes	2.3	2.5	9%
Klondike	2.1	2.4	14%
Kluane	2.4	2.2	-8%
North Yukon	2.0	2.2	10%
Silver Trail	2.2	2.3	5%
Teslin	2.6	2.1	-19%
Watson Lake	2.5	2.3	-8%
Whitehorse	2.2	2.3	5%

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 12 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY GENDER (%)

	1994		1999	
	Men	Women	Men	Women
Campbell	57%	43%	41%	59%
Carcross - Southern Lakes	50%	50%	47%	53%
Klondike	51%	49%	54%	46%
Kluane	52%	48%	53%	47%
North Yukon	57%	43%	54%	46%
Silver Trail	54%	46%	55%	45%
Teslin	57%	43%	52%	48%
Watson Lake	55%	45%	52%	48%
Whitehorse	54%	46%	52%	48%
Total	**53%**	**47%**	**51%**	**49%**

This table is derived from Question 2 of the 1999 Regional Questionnaire (Page 32). See page 13 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY AGE (%)

	1994			1999		
	Younger than 18	Between 18 and 54	Older than 54	Younger than 18	Between 18 and 54	Older than 54
Campbell	5%	48%	47%	7%	30%	63%
Carcross - Southern Lakes	9%	35%	56%	6%	41%	53%
Klondike	3%	34%	63%	5%	42%	53%
Kluane	10%	42%	48%	9%	44%	47%
North Yukon	5%	59%	36%	12%	59%	29%
Silver Trail	3%	41%	56%	6%	39%	55%
Teslin	11%	40%	49%	7%	36%	57%
Watson Lake	9%	37%	54%	10%	33%	56%
Whitehorse	9%	44%	47%	9%	43%	48%
Total	**N/A**	**N/A**	**N/A**	**8%**	**40%**	**52%**

This table is derived from Question 2 of the 1999 Regional Questionnaire (Page 32). See page 13 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN

	1994				1999			
	Canada	Overseas	U.S.A	Total	Canada	Overseas	U.S.A	Total
Campbell	1,193	2,062	3,128	6,383	3,380	2,734	8,173	14,287
Carcross - Southern Lakes	3,147	1,466	14,935	19,548	3,204	3,055	15,176	21,435
Klondike	6,208	5,283	15,739	27,230	7,508	5,648	19,550	32,706
Kluane	4,195	4,256	34,182	42,633	4,406	6,853	30,826	42,085
North Yukon	589	802	838	2,229	1,924	926	497	3,347
Silver Trail	723	929	1,666	3,318	1,682	924	3,513	6,119
Teslin	3,175	838	13,434	17,447	3,777	1,612	15,811	21,200
Watson Lake	5,665	2,065	20,178	27,908	4,540	1,518	21,193	27,251
Whitehorse	12,321	8,173	40,499	60,993	13,133	9,909	40,328	63,370
Total	**37,216**	**25,874**	**144,599**	**207,689**	**43,554**	**33,179**	**155,067**	**231,800**

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN (%)

	1994			1999		
	Canada	Overseas	U.S.A	Canada	Overseas	U.S.A
Campbell	19%	32%	49%	24%	19%	57%
Carcross - Southern Lakes	16%	8%	76%	15%	14%	71%
Klondike	23%	19%	58%	23%	17%	60%
Kluane	10%	10%	80%	10%	16%	74%
North Yukon	26%	36%	38%	57%	28%	15%
Silver Trail	22%	28%	50%	28%	15%	57%
Teslin	18%	5%	77%	18%	8%	74%
Watson Lake	20%	8%	72%	17%	6%	77%
Whitehorse	20%	13%	67%	21%	15%	64%
Total	**18%**	**19%**	**63%**	**19%**	**14%**	**67%**

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY DETAILED ORIGIN

	Canada	U.S.A.	Overseas
Campbell	B.C. (38%)	California (57%)	Germany (35%)
Carcross - Southern Lakes	B.C. (49%)	Alaska (9%)	Germany (42%)
Klondike	B.C. (46%)	Alaska (24%)	Germany (30%)
Kluane	B.C. (37%)	Alaska (26%)	Germany (45%)
North Yukon	B.C. (56%)	N/A	N/A
Silver Trail	B.C. (53%)	California (17%)	Switzer. (37%)
Teslin	B.C. (41%)	Wash. (10%)	Germany (54%)
Watson Lake	B.C. (38%)	S. Carolina (9%)	Germany (67%)
Whitehorse	B.C. (39%)	Alaska (16%)	Germany (44%)

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 and 15 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP

	1994				1999			
	Business	Pleasure	Not Stated	Total	Business	Personal	Pleasure	Total
Campbell	245	13,576	0	13,821	338	169	30,328	30,835
Carcross - Southern Lakes	1,996	42,001	64	44,061	2,130	1,408	48,995	52,533
Klondike	943	57,077	0	58,020	2,555	1,089	74,636	78,280
Kluane	7,344	92,958	194	100,496	5,722	8,724	78,070	92,516
North Yukon	168	4,287	0	4,455	641	332	6,363	7,336
Silver Trail	139	7,151	0	7,290	448	139	13,435	14,022
Teslin	3,872	42,102	235	46,209	1,536	4,459	39,735	45,730
Watson Lake	6,648	64,207	105	70,960	3,226	4,578	55,716	63,520
Whitehorse	16,981	113,902	390	131,273	8,928	10,271	125,376	144,575
Total	**38,336**	**437,261**	**988**	**476,585**	**25,524**	**31,169**	**472,654**	**529,347**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP (%)

	1994			1999		
	Business	Pleasure	Not Stated	Business	Personal	Pleasure
Campbell	2%	98%	0%	1%	1%	98%
Carcross - Southern Lakes	5%	95%	<1%	4%	3%	93%
Klondike	2%	98%	0%	3%	2%	95%
Kluane	7%	93%	<1%	6%	9%	85%
North Yukon	4%	96%	0%	9%	4%	87%
Silver Trail	2%	98%	0%	3%	1%	96%
Teslin	9%	91%	<1%	3%	10%	87%
Watson Lake	9%	91%	<1%	5%	7%	88%
Whitehorse	9%	47%	<1%	6%	7%	87%
Total	**8%**	**92%**	**<1%**	**5%**	**6%**	**89%**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	4,724	4,678	4,065	820	**14,287**
Carcross - Southern Lakes	6,803	4,620	9,422	590	**21,435**
Klondike	14,403	11,818	5,712	773	**32,706**
Kluane	21,103	13,149	7,332	501	**42,085**
North Yukon	2,671	676	0	0	**3,347**
Silver Trail	1,626	3,299	875	319	**6,119**
Teslin	9,234	9,571	2,153	242	**21,200**
Watson Lake	12,616	11,659	2,629	347	**27,251**
Whitehorse	29,088	17,603	12,551	4,128	**63,370**
Total	**102,268**	**77,073**	**44,739**	**7,720**	**231,800**

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	33%	33%	28%	6%
Carcross - Southern Lakes	32%	21%	44%	3%
Klondike	44%	36%	18%	2%
Kluane	50%	31%	18%	1%
North Yukon	80%	20%	0%	0%
Silver Trail	27%	54%	14%	5%
Teslin	44%	45%	10%	1%
Watson Lake	46%	43%	10%	1%
Whitehorse	46%	28%	20%	6%
Total	44%	33%	19%	4%

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY RENTAL VEHICLE (%)

	1994		1999	
	Yes	No	Yes	No
Campbell	21%	79%	19%	81%
Carcross - Southern Lakes	7%	93%	13%	87%
Klondike	12%	88%	17%	83%
Kluane	8%	92%	16%	84%
North Yukon	31%	69%	N/A	N/A
Silver Trail	16%	84%	14%	86%
Teslin	3%	97%	5%	95%
Watson Lake	6%	94%	7%	93%
Whitehorse	13%	87%	16%	84%

This table is derived from Question 10.1 of the 1999 Regional Questionnaire (Page 33). See page 18 for additional information.

MOST FREQUENTLY MENTIONED ACTIVITY BY VISITORS THAT STOPPED IN EACH REGION

	Most Frequently Mentioned Activity	%
Campbell	Guided Tours	25%
Carcross - Southern Lakes	Natural Attractions	30%
Klondike	Guided Tours	54%
Kluane	Natural Attractions	32%
North Yukon	Business Attractions	39%
Silver Trail	Other Attractions	41%
Teslin	Other Attractions	41%
Watson Lake	Other Attractions	54%
Whitehorse	Museums	33%

This table is derived from Question 14 of the 1999 Regional Questionnaire (Page 35). See page 18 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	10,044	3,236	530	0	477	14,287
Carcross - Southern Lakes	17,617	3,208	359	97	154	21,435
Klondike	2,934	23,252	5,836	342	342	32,706
Kluane	15,572	24,891	1,242	242	138	42,085
North Yukon	2,078	1,269	0	0	0	3,347
Silver Trail	4,843	1,136	70	70	0	6,119
Teslin	14,975	6,109	0	0	116	21,200
Watson Lake	11,877	15,146	228	0	0	27,251
Whitehorse	16,826	37,817	6,435	901	1,391	63,370
Total	96,766	116,064	14,700	1,652	2,618	231,800

This table is derived from Question 8 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY (%)

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	70%	23%	4%	0%	3%	100%
Carcross - Southern Lakes	82%	15%	2%	0%	1%	100%
Klondike	9%	71%	18%	1%	1%	100%
Kluane	37%	59%	3%	1%	0%	100%
North Yukon	62%	38%	0%	0%	0%	100%
Silver Trail	79%	19%	1%	1%	0%	100%
Teslin	70%	29%	0%	0%	1%	100%
Watson Lake	43%	56%	1%	0%	0%	100%
Whitehorse	27%	60%	10%	1%	2%	100%

This table is derived from Question 8 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	4,013	0	119	2,486	1,315
Carcross - Southern Lakes	10,065	158	160	1,990	2,845
Klondike	11,229	1,109	977	3,270	11,511
Kluane	10,641	162	439	5,729	7,576
North Yukon	379	0	0	1,140	593
Silver Trail	1,413	47	132	536	3,038
Teslin	3,975	0	241	1,549	5,374
Watson Lake	6,206	270	0	1,893	9,026
Whitehorse	23,313	789	310	2,958	13,775
Total	**71,234**	**2,535**	**2,378**	**21,551**	**55,053**

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	564	256	306	5,144	84	**14,287**
Carcross - Southern Lakes	161	554	906	4,272	324	**21,435**
Klondike	614	366	683	2,372	575	**32,706**
Kluane	162	1,723	501	14,427	725	**42,085**
North Yukon	83	83	0	855	214	**3,347**
Silver Trail	304	47	47	508	47	**6,119**
Teslin	117	1,186	77	8,098	583	**21,200**
Watson Lake	157	822	142	8,237	498	**27,251**
Whitehorse	773	555	4,001	15,628	1,268	**63,370**
Total	**2,935**	**5,592**	**6,663**	**59,541**	**4,318**	**231,800**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION (%)

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	28%	0%	1%	17%	9%
Carcross - Southern Lakes	47%	1%	1%	9%	13%
Klondike	34%	4%	3%	10%	35%
Kluane	25%	1%	1%	13%	18%
North Yukon	11%	0%	0%	34%	18%
Silver Trail	23%	1%	2%	9%	49%
Teslin	19%	0%	1%	7%	25%
Watson Lake	22%	1%	0%	7%	33%
Whitehorse	37%	1%	1%	5%	22%

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	4%	2%	2%	36%	1%	**100%**
Carcross - Southern Lakes	1%	3%	4%	20%	1%	**100%**
Klondike	2%	1%	2%	7%	2%	**100%**
Kluane	1%	4%	1%	34%	2%	**100%**
North Yukon	2%	2%	0%	26%	7%	**100%**
Silver Trail	5%	1%	1%	8%	1%	**100%**
Teslin	1%	5%	1%	38%	3%	**100%**
Watson Lake	1%	3%	1%	30%	2%	**100%**
Whitehorse	1%	1%	6%	24%	2%	**100%**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

Note: The figures in the table below include responses from all nine Yukon regions.

RATING OF FEATURES OR SERVICES BY VISITORS THAT STOPPED IN EACH REGION

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	1%	94%
Opportunity to View Wildlife	30%	47%
Attractions		
Museums and Interpretive Centres	1%	88%
Service/ Hospitality	<1%	97%
Value for Money	5%	85%
Impression of the Region		
People and Communities	1%	94%
Hospitality	1%	97%
Safety	1%	97%
Infrastructure		
Roads and Highways	10%	69%
Parking	4%	87%
RV Dump Stations	6%	88%
Directional Signs	8%	78%
Information Signs	4%	83%
Roadside Information Displays	2%	87%
Outdoor/ Wilderness Activities		
Variety or Selection	2%	91%
Service/ Hospitality	1%	94%
Value for Money	6%	77%
Accommodations		
Variety or Selection	7%	78%
Service/ Hospitality	3%	91%
Value for Money	6%	83%
Restaurants		
Variety or Selection	8%	73%
Service/ Hospitality	4%	88%
Value for Money	7%	77%
Tours		
Variety or Selection	1%	90%
Service/ Hospitality	0%	96%
Value for Money	0%	93%
Entertainment and Recreation		
Variety or Selection	3%	83%
Service/ Hospitality	1%	93%
Value for Money	7%	84%
Yukon Arts and Crafts		
Variety or Selection	7%	77%
Service/ Hospitality	2%	90%
Value for Money	8%	70%
Shopping and Retail Services		
Variety or Selection	6%	75%
Service/ Hospitality	1%	87%
Value for Money	8%	72%
Automobile and RV Service/ Repair		
Variety or Selection	9%	67%
Service/ Hospitality	3%	79%
Value for Money	21%	58%

This table is derived from Question 17 of the 1999 Regional Questionnaire (Page 36) See page 21 for additional information

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$2,276,975	$1,576,850	-31%
Carcross - Southern Lakes	$4,282,957	$3,808,236	-11%
Klondike	$9,361,194	$13,768,159	47%
Kluane	$7,893,744	$6,363,557	-19%
North Yukon	$271,170	$581,124	114%
Silver Trail	$716,595	$1,803,394	152%
Teslin	$2,154,054	$1,767,453	-18%
Watson Lake	$9,200,118	$4,553,635	-51%
Whitehorse	$14,052,376	$28,455,634	102%
Total	$50,209,183	$62,678,042	25%

This table is derived from Question 11 of the 1999 Regional Questionnaire (Page 33). See page 22 for additional information.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$108	$73	-32%
Carcross - Southern Lakes	$135	$97	-28%
Klondike	$296	$306	3%
Kluane	$116	$89	-23%
North Yukon	$76	$123	62%
Silver Trail	$105	$225	114%
Teslin	$103	$45	-56%
Watson Lake	$250	$129	-48%
Whitehorse	$119	$150	26%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 22 for additional information.

AVERAGE SPENDING PER PERSON PER NIGHT BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$64	$31	-52%
Carcross - Southern Lakes	$62	$41	-34%
Klondike	$79	$85	8%
Kluane	$57	$40	-30%
North Yukon	$38	$41	8%
Silver Trail	$57	$106	86%
Teslin	$63	$22	-65%
Watson Lake	$129	$57	-56%
Whitehorse	$66	$56	-15%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 23 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	3,383	3,013	1,107	993	596	5,195	**14,287**
Carcross - Southern Lakes	2,436	2,348	1,361	1,666	4,072	9,502	**21,435**
Klondike	726	1,150	2,835	1,488	2,653	24,054	**32,706**
Kluane	2,446	5,822	7,960	4,268	5,931	15,658	**42,085**
North Yukon	593	0	1,140	0	249	1,365	**3,347**
Silver Trail	263	350	324	93	486	4,603	**6,119**
Teslin	4,981	4,292	2,137	1,967	2,735	5,088	**21,200**
Watson Lake	1,147	1,567	4,902	1,850	2,522	15,263	**27,251**
Whitehorse	15,258	4,822	4,639	3,568	3,082	32,001	**63,370**
Total	**31,283**	**23,364**	**26,205**	**15,893**	**22,326**	**112,729**	**231,800**

This table is derived from Question 8 and 11 of the 1999 Regional Questionnaire (Page 33). See page 23 for additional information.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION (%)

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	24%	21%	8%	7%	4%	36%	**100%**
Carcross - Southern Lakes	12%	11%	6%	8%	19%	44%	**100%**
Klondike	2%	4%	8%	5%	8%	73%	**100%**
Kluane	6%	14%	19%	10%	14%	37%	**100%**
North Yukon	18%	0%	34%	0%	7%	41%	**100%**
Silver Trail	4%	6%	5%	2%	8%	75%	**100%**
Teslin	24%	20%	10%	9%	13%	24%	**100%**
Watson Lake	4%	6%	18%	7%	9%	56%	**100%**
Whitehorse	24%	8%	7%	6%	5%	50%	**100%**

This table is derived from Question 8 and 11 of the 1999 Regional Questionnaire (Page 33). See page 23 for additional information.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION BY ORIGIN

	Canada	Overseas	U.S.A.	Total
Campbell	$488,051	$166,429	$922,370	**$1,576,850**
Carcross - Southern Lakes	$716,882	$1,293,251	$1,798,103	**$3,808,236**
Klondike	$5,321,666	$2,175,313	$6,271,180	**$13,768,159**
Kluane	$720,611	$2,567,307	$3,075,639	**$6,363,557**
North Yukon	$517,201	$26,918	$37,005	**$581,124**
Silver Trail	$641,631	$373,604	$788,159	**$1,803,394**
Teslin	$547,200	$227,489	$992,764	**$1,767,453**
Watson Lake	$1,407,988	$393,836	$2,751,811	**$4,553,635**
Whitehorse	$6,604,266	$6,348,023	$15,503,345	**$28,455,634**
Total	**$16,965,496**	**$13,572,170**	**$32,140,376**	**$62,678,042**

This table is derived from Question 4 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 24 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY ORIGIN

	1994			1999		
	Canada	Overseas	U.S.A.	Canada	Overseas	U.S.A.
Campbell	$248	$102	$90	$29	$20	$140
Carcross - Southern Lakes	$172	$83	$139	$161	$236	$80
Klondike	$354	$200	$287	$485	$340	$258
Kluane	$187	$161	$108	$144	$222	$72
North Yukon	$108	$27	$82	$284	$29	$69
Silver Trail	$179	$100	$81	$276	$311	$186
Teslin	$110	$219	$99	$72	$99	$41
Watson Lake	$300	$349	$231	$203	$230	$113
Whitehorse	$245	$171	$101	$260	$346	$126

This table is derived from Question 1, 4 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 24 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	$473,796	$337,835	N/A	$765,219	**$1,576,850**
Carcross - Southern Lakes	$1,367,642	$644,129	$1,400,965	$395,500	**$3,808,236**
Klondike	$6,605,865	$4,440,155	$2,296,583	$425,556	**$13,768,159**
Kluane	$2,559,265	$2,630,615	$1,090,735	$82,942	**$6,363,557**
North Yukon	N/A	N/A	N/A	N/A	**$581,124**
Silver Trail	$564,510	$967,107	$168,064	$103,713	**$1,803,394**
Teslin	$565,804	$939,218	$179,090	$83,341	**$1,767,453**
Watson Lake	$1,579,874	$2,281,789	$586,216	$105,756	**$4,553,635**
Whitehorse	$13,947,450	$4,920,114	$5,667,124	$3,920,946	**$28,455,634**
Total	**$28,142,257**	**$17,160,962**	**$11,388,777**	**$5,986,046**	**$62,678,042**

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	30%	21%	N/A	49%	**100%**
Carcross - Southern Lakes	36%	17%	37%	10%	**100%**
Klondike	48%	32%	17%	3%	**100%**
Kluane	40%	42%	17%	1%	**100%**
North Yukon	N/A	N/A	N/A	N/A	**100%**
Silver Trail	31%	54%	9%	6%	**100%**
Teslin	32%	53%	10%	5%	**100%**
Watson Lake	35%	50%	13%	2%	**100%**
Whitehorse	49%	17%	20%	14%	**100%**

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	$21	$36	N/A	N/A	**$73**
Carcross - Southern Lakes	$81	$74	$115	$361	**$97**
Klondike	$261	$331	$382	$586	**$306**
Kluane	$51	$131	$123	N/A	**$89**
North Yukon	N/A	N/A	N/A	N/A	**$123**
Silver Trail	$207	$242	$195	$273	**$225**
Teslin	$28	$60	$81	N/A	**$45**
Watson Lake	$61	$170	$224	N/A	**$129**
Whitehorse	$72	$150	$318	$326	**$150**

This table is derived from Question 1, 10 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). *See page 25 for additional information.*

***THREE MOST COMMON EXPENDITURES BY VISITORS IN EACH REGION** (AS A PERCENTAGE OF A TYPICAL $100 EXPENDITURE)*

	Transportation	Accommodation	Meals in Restaurants
Campbell	$59	$12	$19
Carcross - Southern Lakes	$20	$2	$40
Klondike	$31	$28	$22
Kluane	$39	$29	$14
North Yukon	$0	$0	$0
Silver Trail	$42	$1	$34
Teslin	$61	$6	$23
Watson Lake	$57	$21	$14
Whitehorse	$25	$29	$17

This table is derived from Question 1, 4, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). *See page 26 for additional information.*

TYPICAL SPENDING OF $100 BY VISITORS THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

See one of the nine *Regional Reports* for more detail on expenditures by mode of travel in the different regions.

This table is derived from Question 1, 10, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). *See page 27 for additional information.*

APPENDIX TWO - DETAILED TABLES

PARTIES THAT PLANNED TO STOP IN EACH REGION PRIOR TO ARRIVING IN THE REGION (%)

	1994			1999		
	Yes	No	Not Stated	Yes	No	Not Stated
Campbell	83%	9%	8%	85%	15%	0%
Carcross - Southern Lakes	79%	19%	2%	90%	10%	0%
Klondike	88%	7%	5%	88%	12%	0%
Kluane	60%	19%	21%	89%	11%	0%
North Yukon	72%	4%	24%	94%	6%	0%
Silver Trail	78%	14%	8%	91%	9%	0%
Teslin	80%	18%	2%	72%	28%	0%
Watson Lake	80%	15%	5%	73%	27%	0%
Whitehorse	89%	10%	1%	86%	14%	0%

This table is derived from Question 12 of the 1999 Regional Questionnaire (Page 34). See page 28 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO EACH REGION PRIOR TO ARRIVING IN THE REGION

	Planning Before	%
Campbell	Personal Experience	46%
Carcross - Southern Lakes	Milepost	20%
Klondike	Milepost	48%
Kluane	Milepost	35%
North Yukon	Milepost	66%
Silver Trail	Milepost	50%
Teslin	Milepost	50%
Watson Lake	Milepost	50%
Whitehorse	Milepost	29%

These tables are derived from Question 12.1 of the 1999 Regional Questionnaire (Page 34). See page 29 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO EACH REGION AFTER ARRIVING IN THE REGION

	Planning During	%
Campbell	Visitor Reception Centre	74%
Carcross - Southern Lakes	Visitor Reception Centre	44%
Klondike	Visitor Reception Centre	82%
Kluane	Visitor Reception Centre	62%
North Yukon	Visitor Reception Centre	90%
Silver Trail	Visitor Reception Centre	79%
Teslin	Visitor Reception Centre	64%
Watson Lake	Visitor Reception Centre	66%
Whitehorse	Visitor Reception Centre	56%

These tables are derived from Question 13.1 of the 1999 Regional Questionnaire (Page 34). See page 29 for additional information.